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# OPTIMIST

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October 1923



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Henry Heyn's No. 5 BIG ELI

## News From the Rides

### OUR FRONT COVER

This unusually fine photograph of a BIG ELI No. 5, 1922 Model which we present this month for the cover of the OPTIMIST is the property of Henry Heyn. We are always more or less anxious each month to receive photographs for the front cover. We are certainly very fortunate this month in receiving this excellent photograph of Henry Heyn's No. 5 BIG ELI. Mr. Heyn is playing in Canada this year with the International Amusement Company, and as the readers will note from the photograph that the Wheel was playing to capacity business when the photograph was taken. Again we wish to impress upon the minds of the readers that good photographs make a good OPTIMIST. We wish to call your attention to the ELI Power Unit in the extreme lower left of the photograph. We have examined this photograph carefully to see if our friends and neighbors, the Canadians, differ greatly from our own folks here in the States. So far as we are able to tell they look just exactly like Americans. The Writer loves to think that in the one hundred years of history there never has been a fort or a gun to mark the boundary line between the United States and Canada. And personally we hope there never will be. And in the name of humanity why should there be?

We are always glad to hear from our customers in foreign lands as it denotes the universality of the BIG ELI business. Just recently we received a communication from one of our customers in Bombay, India.

Ben O. Roodhouse,  
ELI BRIDGE COMPANY,  
Jacksonville, Ill.

My dear Mr. Roodhouse:

I received your letter dated May 24th on June 22nd. I am glad to hear that Mr. Sullivan is improving in health, and I hope most sincerely that he will be

fully restored by the time this letter reaches you.

Many thanks for the trouble you are taking for the safe delivery of goods sent to me and your other customers.

Here in Bombay our Government imposed an Amusement tax of 12 1-2 cents on every amusement device and cinemas, theatres, etc. But fortunately we are excluded from the tax, our charges being very low.

Our rainy season began on the 12th of the current month but after falling for a few days the rains have altogether stopped. Now it is very warm here.

Several days ago three gentlemen from Poona visited me at my place to see my BIG ELI. They inquired about the Wheel and I told them everything I could and advised them to buy one from your company. I also told them that I would erect this Wheel for them free of all charge. I have given them your address and they may perhaps write you. With best wishes, I am

Sincerely yours,

N. E. BHARUCHA,

Bombay, India.

Here is just a little news from the Atlantic Seaport. We have the following letter from the Lew Dufour Exposition: ELI BRIDGE COMPANY, Jacksonville, Ill.

Gentlemen:

Kindly ship at once "and then follows a nice order for repairs and supplies for the BIG ELI Wheel, the Writer continues." Kindly rush this order at once to Waterville, Maine. Thanking you in advance for your prompt attention, I am,

Yours very truly,

LEW DUFOUR.

Care The Lew Dufour Exposition.

P. S.—The Ferris Wheel is doing very well at this Fair. Yesterday it took in \$327.00. It has always been the "Old Reliable." The Wheel is under the management of Mr. Fred Lawyer.



On this page we present the photograph of the BIG ELI and Merry-go-round belonging to Young Brothers. You will note this is a very fine photo-

The Editor of the OPTIMIST certainly appreciates the photographs which the Young Brothers sent to us of their Ferris Wheel and Merry-go-round. You



Young Brothers' Rides

graph of the BIG ELI. This photograph was taken at Soloman, Kansas, in June, 1923. We received the following communication from Alex Young on August 8th:

ELI BRIDGE COMPANY,  
Jacksonville, Ill.

Gentlemen:

Received your little gift with many thanks. We did not expect any premiums on our July 4th contest, but a person cannot always tell just what is going to happen, but we take an interest in the 4th of July contest and want to contribute our part in making it a success. We realize that we cannot always play a red one. I am sending those photographs I neglected to mail some time ago.

Yours very truly,

ALEX YOUNG.

will also note on a different page that we have a photograph of the crew or Managers of the Young Brothers' rides.

We have repeatedly tried to impress upon the minds of the readers of the OPTIMIST that the OPTIMIST is not published for profit and that you cannot buy it as there is no subscription price. And we appreciate the fact that some of our friends are assisting us in building up the mailing list of the OPTIMIST. We received the following letter from Mr. Leslie Bodnar:

ELI BRIDGE COMPANY,  
Jacksonville, Ill.

Gentlemen:

I am sending you names of ride owners who would like to receive the OPTIMIST. Personally, I certainly enjoy reading it as it has very good articles

**Reliable Power means the ELI Power Unit**

that are worth reading and considering. The season for the BIG ELI Wheel has been good thus far, but the best of the season is ahead and I hope for much better business, (which by the way, the BIG ELI Wheel always gets). I now own a Whip which is also a money-getter. Wishing you a successful season, I remain,

Yours truly,

LESLIE BODNAR.



**Mr. Ray Gooding, BIG ELI Operator**

We take pleasure in presenting the photograph of Mr. Ray Gooding, son of L. S. Gooding. How is this for a fourteen year old BIG ELI Operator? L. S. tells us that Ray is a "live wire," and that was not necessary because from the physique of this young man he looks like he could whip a couple of Jack Demp-

seys. We have never met this gentleman and if we should, we are absolutely sure that we are not going to start an argument. If this young man keeps on developing until he is twenty-one years old and the Editor ever has any difficulties to settle with him, he is going to do it over the Radio. We know just how Mr. Gooding feels about Ray because we have a chap just about his build and size of our own. The OPTIMIST is glad to welcome Mr. Ray Gooding into the Family of the BIG ELI.

There seems to be a scarcity of operators for BIG ELI Wheels. Thruout the season of 1923 we have received letters, telegrams and also personal visits from owners of BIG ELI Wheels who were in search of good reliable operators. We do not understand just why this should be but this seems to be the case.

We received a letter from Mr. R. E. Barnett of the McClellan Shows recently in which he says:

**ELI BRIDGE COMPANY,**  
Jacksonville, Ill.

Gentlemen:

Your letter came today and contents noted and was indeed glad to hear from you. I had an ad in the Billboard last week for an operator and as a result a Mr. Joe Gavins is over here now and is a real operator. He came from Wichita, as he had left a Mr. Prince there three weeks ago. So far I like him just fine and hope he will stay with me. He sends his best regards to the BIG ELI Factory. Your repairs were here for me Monday and I thank you for this excellent service. Our Fairs start at Rolla, Missouri, next week and am truly sorry that you will be unable to visit us here. We all want to see you and trust you can visit us later.

Very truly yours,

R. E. BARNETT,

Care McClellan Shows.

**Don't say Ferris wheel. Say BIG ELI Wheel**



On this page we present the crew of the Young Brothers' Rides, who are playing independent. We call your special attention to the second one from the left and this is Alex Young. The third one from the right wearing the black felt hat is Arthur Young. This is an excellent picture of the Managers of Young Brothers' Rides, and we take pleasure in presenting this fine looking array of managers to the riding device public. This is certainly a clean looking bunch of fellows and we like them.

ment you have given me and I cannot explain myself in a letter, but I will say that I am more than pleased with my Wheel and that I have received more than I expected, and every promise was fulfilled to the limit by your Company. I am also enclosing a picture and if you have room in your OPTIMIST you can use same, and I will pay for the cut after you get through with it. Now do not forget to keep sending me my OPTIMIST to my home address, 209 Elm St., Charleston, W. Va.



Young Brothers and Crew

Here is a letter from a satisfied customer which is the BIG ELI'S greatest asset:

ELI BRIDGE COMPANY,  
Jacksonville, Ill.

Mr. Ben O. Roodhouse,

Dear Sir:

Your kind and welcome letter just received. In reply will say that I will be pleased to have you use any part of my letters for the OPTIMIST and you can add anything that you want that you think I left out. I cannot say too much or express my appreciation for the treat-

I hope this letter will find you all in the very best of health and I remain,

Yours respectfully,

CAPT. LATLIP, Mgr.,  
Capt. Latlip's Rides.

"Dad" Wood, our old friend and former associate, has been playing Southwest Missouri and reports that he has been doing nice business. We expect "Dad" Wood home before long and will be glad to have him give us a detailed account of his travels throughout the summer of 1923.

It is not often that we receive a photograph of a BIG ELI Wheel taken from the front side. Most photographs of the BIG ELI Wheel are taken from the side and as this photograph is a little out of the ordinary, we take pleasure this month in presenting the photograph of



**H. W. Taylor's No. 5 BIG ELI**

the BIG ELI No. 5, the property of H. W. Taylor. Mr. Taylor seems to be aware of the fact that fine plumage makes fine birds and that fine decorations make a fine flash. You will note by the photograph that Mr. Taylor has his Wheel all dolled up. Notice the nifty ticket-box in the immediate foreground. Mr. Taylor writes us as follows:

**ELI BRIDGE COMPANY,**  
Jacksonville, Ill.

Dear Sir:

I am sending you a picture of my Wheel which was taken on the 4th of July with my new ticket-box just completed. This ticket-box fits in a crate nine feet by two by six. The top is all glass with metal panels at the bottom. The Wheel is with the Famous Wonderland Shows with J. F. Dehnert, Manager, and J. E. Fisher is managing the Wheel, and although the Wheel hasn't had any big weeks, yet it has been getting its share of the money at all the places in which we show. I again thank you for the many favors shown me and I am,

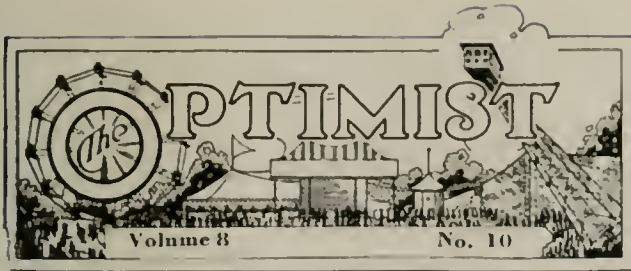
Yours as ever,

**H. W. TAYLOR.**

The Morgan County Fairgrounds, located just West of the city of Jacksonville, Illinois, presented a very creditable appearance during the four days fair, beginning August 28th and ending August 31st. The ELI BRIDGE COMPANY co-operating with Mr. Harold Welch, Secretary, The Morgan County Fair, tried every possible means to secure riding devices for the Fair; being unable to do so the ELI BRIDGE COMPANY furnished a BIG ELI No. 5, operating same during the four days of the Fair. Mr. Hal Graham of the Prairie State Amusement Company also played the Morgan County Fair with his Merry-go-round and concessions. During the week Mr. and Mrs. Graham purchased the BIG ELI Wheel, taking possession Friday night, August 31st, and loading the next day for Farmer City, Illinois, where, according to reports sent us, they have been doing a nice business. Mr. and Mrs. Graham, who, by the way, are very estimable people, made the ELI BRIDGE COMPANY several visits during the Fair. The OPTIMIST is more than pleased to welcome Hal and Carrie Graham into the BIG ELI Family and wish them all the possible success.

**The ELI Power Unit is Reliable**





FRANCIS M. CRABTREE, EDITOR

A Monthly Magazine for the benefit of those interested in the riding device business. A magazine supporting clean amusements and published in the interests of ELI BRIDGE COMPANY of JACKSONVILLE, ILLINOIS, U. S. A., builders of the Famous BIG ELI WHEELS.

W. E. SULLIVAN.....President  
R. A. YOUNG.....Vice-President  
LEE A. SULLIVAN.....Secretary-Treasurer  
BEN O. ROODHOUSE.....Sales Manager

### Editorial

HEW TO THE LINE,  
LET THE CHIPS FALL  
WHERE THEY MAY

The ELI BRIDGE COMPANY could have built many more Wheels in the twenty-three years of experience than it has built, if the founder had yielded to the temptation to "get while getting was good." To have put less expensive material and unskilled labor into the building of BIG ELI Wheels would have materially increased the output, at the same time it would have removed a "stone" from the rock bound foundation of the ELI BRIDGE COMPANY in the estimation of its friends. "Hew to the Line, Let the Chips Fall Where They May" has caused the loss of many a sale of a BIG ELI WHEEL. We have the comfort in this thought that this policy has helped in building a reputation that will be a source of comfort and satisfaction in the years to come, knowing that every customer of the ELI BRIDGE COMPANY was treated exactly alike. It is easy for us to become unconsciously dis-

honest. One reason for unemployment and general bad business is the fact that—during periods of prosperity—so few people gave a dollars value for the dollar they received. While it is true that the Grocer no longer adulterates the sugar, but he and we adulterate our work. There is only one outcome for this sort of business and that is defeat. Prosperity is simply a combination of natural resources, hard work and those intangible qualities of faith, courage and honesty. These qualities can be developed by simply adhering to that principal laid down thousands of years ago which may be embodied in one clause, "DO RIGHT." We rejoice in the fact that we are a part of a Government which sells a dollars worth of stamps for one dollar, and we have the satisfaction of knowing that the next man who approaches the stamp window will pay one dollar for one dollar's worth of stamps.

When the business world, whether it be the riding device business, the outdoor amusement business, coal business or any other business within the confines of our country, learns that that law which says we must give a dollar's worth of goods for a dollar and that this law cannot be escaped nor evaded, then that business will be an enduring business. The awful catastrophe in Japan reminds us that what happened there may also happen here, but this one fact remains that the earthly building of the "House of ELI" may be shaken and destroyed any moment but that thing which endures, the faith of its customers in its integrity, will endure when earthly houses have been destroyed. We have had to disappoint customers, we have lost sales and many trying situations have come up, all of which have caused us more or less inconvenience and sometimes we did not understand, and at first it did not seem to be according to good business ethics, yet when we look at facts squarely we are convinced that the loss of the "House of ELI" has been "Hewing to the Line and Letting the Chips Fall Where They May."



Johnny J. Jones' Ex

The Toronto Exhibition, famed as the greatest annual fair in all the world, opened its forty-fourth annual event on Saturday, August 25th, to an assemblage that is said to be far in excess of all previous opening days. The throngs started coming very early in the day and never let up until late in the evening. Johnny J. Jones Exposition for the fourth time held sway on the Joy Plaza and Mr. Ed R. Slater informs the OPTIMIST that never before in the history of outdoor amusements has any one management garnered in such a diversified class of really worth while attractions as Johnny J. Jones presents this season. There was not an inch of vacant space on the Joy Plaza. Director of Amusements, Ross, of the Exhibition Company states that the Jones aggregation now occupies more space than was ever before allotted to one organization. At this time there were five new rides which made their initial appearance in Toronto and are as follows: Two of H. F. Maynes Caterpillars, a new (miniature) Whip manufactured by Mangels of Coney Island, a Tumble Bug manufactured by Harry Travers and the only portable ride of this class ever built. A new and as yet unnamed riding device, conceived, designed and built by Mangels of Coney Island, who, like Mr. H. F. Maynes, also selects the Johnny J. Jones Exposition as the first exponents of his genius and the latest brain child has all the appearance of a good possible successor to the Whip. Space does not allow us to make mention of all the shows which Johnny J. Jones has in his exposition this year. However

we present the following as those which require special mention. Johnny J. Jones' Trained Animal Stadium and One Ring Circus, introducing Capt. Sigbee's Educated Horse, "The Captain," Johnny J. Jones' Herd of Performing Elephants under the charge of Capt. James J. Dooley, Miss Susie Dooley's act with Baby Elephant and Ponies and Major Gilbert's School of Dogs. Johnny J. Jones' famous French and Belgian Midgets, now six in number. Maybelle Mack's Military Maneuvering Mules, and Dog and Pony Circus, Col. Lyman Dunn's Wild West and Mexico Ranchio, also introducing a Mexican Village. "Speedy" Bauer's Motorcycle Drome featuring 16 year old Hazel Russell. Harry Goodhue's Illusion performance called "The Fount of Youth," which is an entirely new feature introduced this year by the Jones Exposition. Another feature of special mention is the Johnny J. Jones Water Spectacle, featuring Beatrice Kyle who makes dives from a very high perch. The Jones Exposition this year presents three Fun House Attractions and each one is of new design and idea, namely: "The Love Nest," "A Good Time" and "Bug House." The "World Wonders" is another new performance sponsored by Samuel Kaplan and "The Joy Trail" is the largest portable trick combination ride and fun house ever constructed. There is a baby Hippopotamus six months old, an animal very seldom seen with a traveling amusement organization.

Mr. Ed R. Salter informs us that the Jones Exposition Shows had sixteen rides at Toronto, including one as yet un-





Exposition Midway

named and recently completed by the Mangels Company, who control the Whip and this year had two Caterpillars and BIG ELI Wheels, Two Carouselles, besides the Whip. The Tumble Bug, The Butterfly, The Seaplane and several miniature rides. The photograph on this page gives a general bird's-eye view of the Jones Exposition Shows at Edmonton, Alberta, Canada in July this year.

Business must be good up in Iowa as is evident from the following letter which we received from our old friend Robert Hughey.

ELI BRIDGE COMPANY,  
Mr. Ben O. Roodhouse,  
Jacksonville, Ill.

Dear Sir and Friend:

The weather man was good to us last week and as a consequence we had good business. The two rides earned over \$900.00 during the Fair and we are now at ——— and it has been raining most of the day but we unloaded between showers. I notice that the weather report for tomorrow is fair, with fair weather for the remainder of the week I look for large crowds and the grounds will be in better shape for they were getting dusty.

I am now booked at Fairs up to the week of September 24th and am negotiating with a Fair and Fall Festival for that week and thought I might play one or two more small towns after the Fairs if the weather remained good, and will probably ship in and store about October 1st to 10th. I do not think I will play

any more in Chicago this season. I will sure be glad if you can come up to Chicago and visit with us a while this Fall and will be glad to have you visit us while in operation if you can, if not, then any time you can get away will be fine—there are a lot of ride men in and around Chicago now.

I noticed the reprint of Mr. Crabtree's Editorial in The Billboard and was very much impressed with the editorial when I read it in The OPTIMIST.

I must close this letter now as I have more letters to write yet tonight. With best wishes, I remain,

Yours very truly,  
ROBERT HUGHEY.

Optimist Readers will be interested to know that the Sales Manager's Assistant no longer bears the title of "Miss." Yes Sylvia N. Piper has joined the married folks Club and since Sunday September 9th, 1923 bears the name of Mrs. Clarence Meyer. She still retains her position in the BIG ELI OFFICE so instead of losing a member of the BIG ELI Family we have added a Brother-in-law. Well, anyway Sylvia has our best wishes.

(By the Editor Emeritus)

Superintendent Sullivan has contributed to the efficiency of the BIG ELI Factory by adding a private office. When Contractor Chumley asked Sullivan how he wanted it built, Sullivan replied, "Let there be light." And there is light because the office has nine windows and one glass door.

Tuesday, August 28th, we, (Mother Sullivan and I), packed our suit-cases, got in the old Buick, which usually carries us on our vacation trips, and Leta, (our daughter), drove us to Roodhouse, 24 miles, where we boarded the train for St. Louis and Oklahoma. In the meantime having notified my sister, Mrs. Arrie Martin, who occasionally writes the Jimmie Flaherty Stories for the OPTIMIST, that we were coming. At St. Louis we decided not to travel at night but take the morning fast train on the Frisco, having a day light ride thru the Ozark Mountains of Missouri.

While we had both travelled this road many times by train it had always been in the night. We had travelled it by auto two years ago, going down via Kansas City and coming back thru the Ozarks from Springfield, Missouri to St. Louis, and now we wanted to travel it in day light on a fast train.

We would look out the window and often note alongside of the railroad the road we had travelled in the automobile and mention the many incidents of the trip. We would whiz thru the small towns at a great speed until finally the train passed out of the State and to Vinita, Oklahoma, 361 miles in 12 hours time, and we were tired enough to spend the night in Vinita.

In the morning we boarded a fast Katy Train which only made two stops before reaching Muskogee. We noticed on all sides evidence of the great growth of Muskogee since our last trip there two years ago. Although at the present time the city is very much depressed, the drought early in the summer having cut the farmers' crops all short, the corn and cotton both being very light but the late rains have brought out the crop of wild prairie hay and it is a splendid crop and good price. But Muskogee is largely an oil city and the recent shut down in the oil business to reduce the surplus and prevent a further decline in the price of oil and gasoline, has hit the city very hard. The refineries are all shut down

and many wells only pumping once a week.

It is not necessary to say that we were royally entertained and although the weather in Oklahoma was much warmer than at home, the nights were cool, with a good breeze, delightful for rest and sleep. We were driven about the city and out in the country and saw many familiar sights and many that were not familiar. The old Agency Hill, a land mark in that country when all belonged to Indians long before Oklahoma State was thought of, has now been converted into a memorial park named "Honor Heights," for the soldier boys, and many beautiful buildings have been erected for them. And it is a wonderful drive along a winding road until we reached the summit and then down another winding road on the opposite side to the bathing beach and lake.

We also drove on to Spaulding Bridge across the Arkansas River. That wonderful stream which at times the water almost all sinks away in the sand and at other times it is a raging torrent overflowing its banks and all the adjacent country.

Just where all that water goes at times is a mystery, many people thinking there is an underground stream and the water sinks down thru the sand and then comes up in multiplied thousands of springs farther down thru Arkansas, and they may be right—it sounds reasonable.

After a delightful visit we turned our faces homeward, this time coming via the Katy Railroad to Parsons, Kansas, where we stayed all night. Next morning we took a fast train into Kansas City. Leaving Kansas City at 5:15 on a fast Wabash Train we were only a few miles out when a great storm cloud loomed in the North and as we were traveling Northeast it looked as though we would soon run into it. The edge of this cloud did pass over the train and it looked like a huge umbrella over-shadowing the train. Finally about sixty miles out of Kansas City we ran into torrents of rain,



hail, thunder and lightning and darkness all at once. I remarked to Ma Sullivan that it took nerve to drive a fast heavy train into such a cloud as that where it was impossible to see the track ahead thru all that down-pour of water.

But the engineer drove right on until the first stop at Carrollton, Missouri, 68 miles out of Kansas City. And then to Moberly, the division point, and here it was only raining gently. Passengers changed and cars were switched in and out and our train sped on thru Hannibal, 200 miles, raining all the way; another short stop here and we crossed the mighty Mississippi River and sped to Jacksonville, 268 miles, and over 200 miles of rain and the train was only 25 minutes late.

Little do we think when we are riding the average heavy night fast trains, of the steady hands and eagle eyes at the throttle carrying us safely on.

Imagine our surprise on alighting at 1:25 a. m. to find Lee and Leta our son and daughter, at the train with the car waiting for us.

Leaving Illinois the cornfields, pastures, foliage on the trees, in fact, with the splendid rains everything was green except the ploughed fields. Getting

down to the Ozarks we noted the change and before reaching Springfield, Missouri, we found the corn being cut in the fields, dry and ripe. Further down the cotton plants were green from the late rains but old planters told us it was too late to make any new cotton bolls. But this was only one dry summer in Oklahoma out of many good years in the farming district. What a change from the first time many years ago that I crossed Oklahoma while it was peopled by Indians and not a farm in sight and very little of anything else but Indians' ponies and dry prairie.

And now it is a great oil producing State, also farming and mining, and the wonderful cities that have grown up there in a few years. No wonder the citizens of Oklahoma have made that State what it is, as they are progressive people from all other States who went to Oklahoma to work off their enthusiasm and built a great commonwealth as a result. All honor to her wonderful men and women.

Au Revoir,

*W. E. Sullivan.*

### Prominent Official of Hawaii visits Eli Bridge Co.

Mr. E. J. Fernandez of Honolulu, Hawaii, owner of an outdoor amusement organization including a BIG ELI Wheel while enroute from San Francisco to New York, wired the ELI BRIDGE COMPANY from Kansas City that he would arrive in Jacksonville Sunday morning August 19th for a brief visit with the ELI BRIDGE COMPANY. Mr. Fernandez arrived early Sunday morning and spent the entire time at the plant of the ELI BRIDGE COMPANY with Mr. Lee A. Sullivan. Mr. Fernandez was very much surprised at the magnitude of ELI BRIDGE COMPANY Plant, and its equipment and was especially grateful to know that every

item of repairs and replacements which he ordered for his BIG ELI was carried in stock and ready for shipment. Owing to the fact that Hawaii is quite a distance from the home of the BIG ELI and the matter of transportation is quite an item Mr. Fernandez gave quite a large order, and this order was packed for export shipment on Monday and shipped to him at Honolulu on Tuesday. Mr. Fernandez was quite an interesting gentleman to talk with. In speaking of his country Mr. Fernandez stated that while he operated the only outdoor amusement enterprise on the Islands the number and size of towns and cities were sufficient to support the business twelve

months in the year. His itinerary consists of cities over 5,000 inhabitants and consumes one year from the time he fills an engagement in Honolulu until he returns to that City. In conversation with Mr. Sullivan, Mr. Fernandez told many interesting things and one thing in particular that he mentioned was the fact that there were no snakes on the islands. Mr. Fernandez is a Legislator, but despite

that fact, he informed Mr. Sullivan that it required five years of his time before it was possible for them to enact legislation that would allow him to import a large Python snake. This snake was about twenty-seven feet long.

Mr. Fernandez is very prominent in political circles in the Islands, having been in the legislature there for some fourteen years and still holds an office.

### Visiting the S. W. Brundage Shows

On Wednesday evening, August 22nd, nine employees of the BIG ELI Factory, Lee Sullivan, Jack Prewitt, Charles Kahl, Jesse Smith, Frank Vannier, Bill Lazenby, Bob March, Chas. Riggs and Ben Roodhouse left the BIG ELI Factory at 5:30 p. m. for Beardstown, Illinois to visit the S. W. Brundage Shows playing the American Legion Celebration and Fish Fry in that City week of August 20th to 25th. We visited the Brundage shows at the invitation of Proprietor S. W. Brundage and Charles Cohen, Manager of the BIG ELI Wheel.

Arriving in Beardstown at 6:30 p. m. we found the Brundage Shows located on the streets around the square and adjacent business portion of the City. All rides, shows and concessions were well located considering the advantages of the streets and the main business part of the City available for the Company.

The Brundage Shows use as their motto "We comply with the pure Show laws" and they have a right to this motto as the show is clean in every respect. A real up-to-date amusement Company furnishing clean amusements to the public.

S. W. Brundage is proprietor and general manager. D. G. Howard, Secretary-Treasurer. Mike Clark, General Agent. All are congenial gentlemen desiring for their patrons and friends wholesome amusement and entertainment.

Six rides with this Company consist of BIG ELI No. 5, specially decorated with arch-way and entrance, managed by Charles Cohen and operated by Larry

McCann. This Wheel is in good condition, well lighted and nice appearing. The three-abreast Carry-us-all with a large organ is in fine condition and under the management of Ellsworth McAtee. The Mangels Whip operates nicely and gets its share of the business. The seaplane is a special machine built by Mr. Brundage after his own design. It is a smooth running ride, well lighted and properly managed. The Whip and Seaplane are both managed by Mr. B. B. Brundage. The Fairy Swings for the kiddies is managed by Mr. H. Helfferich and is a popular attraction with the little folks. The New Caterpillar ride is a money getter and was very popular among patrons of the Mid-way at Beardstown.

Ten Shows include the following: Big water show with five performers, ten-in-one, illusion show, clown alley, motordrome, King Tut's tomb, Crazy House, Penny Arcade and Athletic Show. Thirty concessions completes the mid-way. The boys from the BIG ELI Factory certainly had a splendid time and consider Mr. Brundage and his associates real hosts for a trip of this kind.

This is one of the large clean amusement companies and their list of celebration and Fair dates indicate their popularity in the Central West. They are booked to play Jacksonville, Illinois week of September 24th to 29th, and by the time this issue of the OPTIMIST is in the hands of our readers, the Brundage Shows will have visited the home City of BIG ELI Wheels.



## News From the BIG ELI Factory

Miss Leta Sullivan while on her vacation made an extended tour of the principal cities of Greene County, including Roodhouse, Illinois.

Wesley Phillips, son-in-law of James Dunham, our landscape artist, is now a member of the BIG ELI Family working in the assembly department.



**Charles Hauser and the evidence**

In our September edition of the OPTIMIST in "News From the Factory" we made mention of the fact that Charles Hauser, BIG ELI truck driver, was taking his vacation. The photograph on this page was given to us by Mr. Hauser and we have shown this to several members of the BIG ELI Bunch and wish to state that opinion is about equally divided as to how Mr. Hauser caught these fish. However, Mr. Hauser has a preponderance of circumstantial evidence regarding this fish story. Mr. Hauser spent his vacation at Matanzas Beach on the Illinois River and reports a nice time with plenty of fish as shown in the accompanying photograph. No, we didn't get any of the fish. (Editor).

Mr. Charles Riggs, who runs the big drill press for the ELI BRIDGE COMPANY, informs us that his son who was injured several weeks ago by being struck with a golf club in the hands of a playmate has satisfactorily recovered. The young Mr. Riggs is to be congratulated on the narrow escape from a more serious injury.

Miss Helen Ogle, our efficient stenographer, took her vacation during the month of August and spent the time in Kansas City. Miss Ogle returned via a Chevrolet in company with her aunt and reports a very pleasant trip from Kansas City back to Jacksonville.

## UNDER THE CRAB-TREE

One way to Stop the War—Draft every member of the United States Congress; compel every man in the United States to work for \$30.00 per month. The war will be over by 11:15 A. M. That will give us 15 minutes to get back home in time for dinner.

Dad Wilson says his farm is so poor that it wouldn't rust a nail.

A man who will not let his son go to see a Circus is mean enough to steal flies from a blind spider.

We see everything has been settled now about the coal strike but the increase in price, we will find that out all right.

We have just got rid of another Life Insurance Agent—boy, hand me that catalog of fire arms.

The grave of Pocahontas has been opened and found unoccupied. It seems just impossible for some women to stay at home.

Henry Ford says he would not give \$50.00 for all the art in the world. That makes it 50-50 for no Artist would give \$50.00 for all the Fords in the world.

The Editor believes that children ought to be taught to mind the same Summer they are told.

Didn't know he had been away—A traveler who had stopped in Springfield, Illinois was being piloted along the route by a loquacious but somewhat tiresome cab driver who insisted on regaling him with local news of little interest to strangers. As they passed one house the Jehu pointed the butt of his whip at it and remarked "Lincoln's home." "Is that so, where has he been?" returned the traveler bored but still polite.

Our Idea of Justice—A book agent trying to sell a life insurance agent a book on "How to overcome timidity."

A man can make more money peddling peanuts to Pallbearers in a graveyard than he can promoting a prize fight in Montana.

We note that some of the Nations of Europe are not paying much attention to the League of Nations or Plague of Nations and that is just what 16,152,200 voters in the United States thought in 1920.

Statistically Speaking—A man went into Cohen's Book Store and asked, "Have you a copy of 'Who's Who and What's What' by Jerome K. Jerome?" Cohen replied, "No, Sir, but we got 'Who's He and What's He Got,' by Bradstreet."

A gentleman of the Hebrew extraction was informing his friends about the universality of the Jews in which he said, "Why, you find them in every business and in every country." His friend remarked, "Well, I do not know about that, we do not have any Jews at the North Pole."

Hebrew: "Well, how about that fellow, Iceberg, he ain't a Presbyterian, is he?"

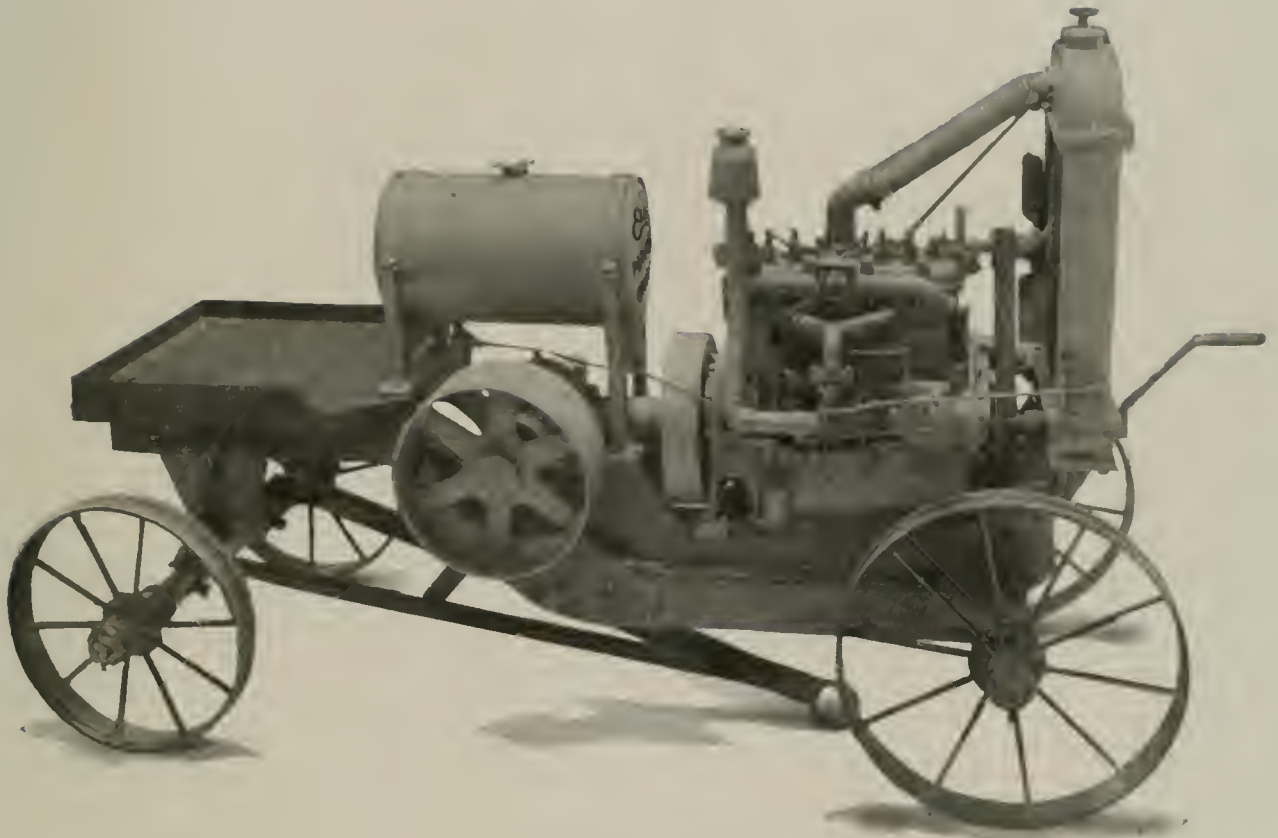
What the Editor of the OPTIMIST would like to know is, what has the Flappers done with all that time they saved by bobbing their hair?

Henry Ford says he wants to abolish all poverty in the world. Well, all we've got to say is, that he certainly made a tramp out of the Editor.

**Crabtree—Everybody knows me**



## ELI POWER UNIT



It is not so much what the Builders claim for the **ELI Power Unit**, but what men say who have bought the **ELI Power Unit** and have tested it under every and all conditions.

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### Ring True

Don't be what you ain't,  
Jes' be what you is;  
If you is not what you am,  
Then you am not what you is.

If you're just a little tadpole,  
Don't try to be a frog;  
If you're just the tail,  
Don't try to wag the dog.

You can always pass the plate,  
If you can't exhort and preach,  
If you're just a little pebble,  
Don't try to be the beach.

Don't be what you ain't,  
Jes' be what you is,  
For the man who plays it square,  
Is a-goin' to get "his."

**Our Last Line**  
**And that's all of it**